



2026 Communications Review & Plan

May 11, 2026

METHODENGINE®

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METHOD ENGINE®

Chicago-based full-service digital agency, founded in 2000 entering our 26th year.

Our core services include branding, design, web application development, and digital advertising.

Our work is guided by a strategic approach intended to deliver measurable results.

METHODENGINE®

Core Team



John Zoppi
Founder & Managing Partner



Billie Knipfer
Account & Art Director



Brian Wendle
Marketing Plan Strategist



Matt Barlow
Social Media Director



Renee Mirko
Content Creator



John H. Bauman
Senior Technologist

Website



2026 Website Relaunch & Home Page

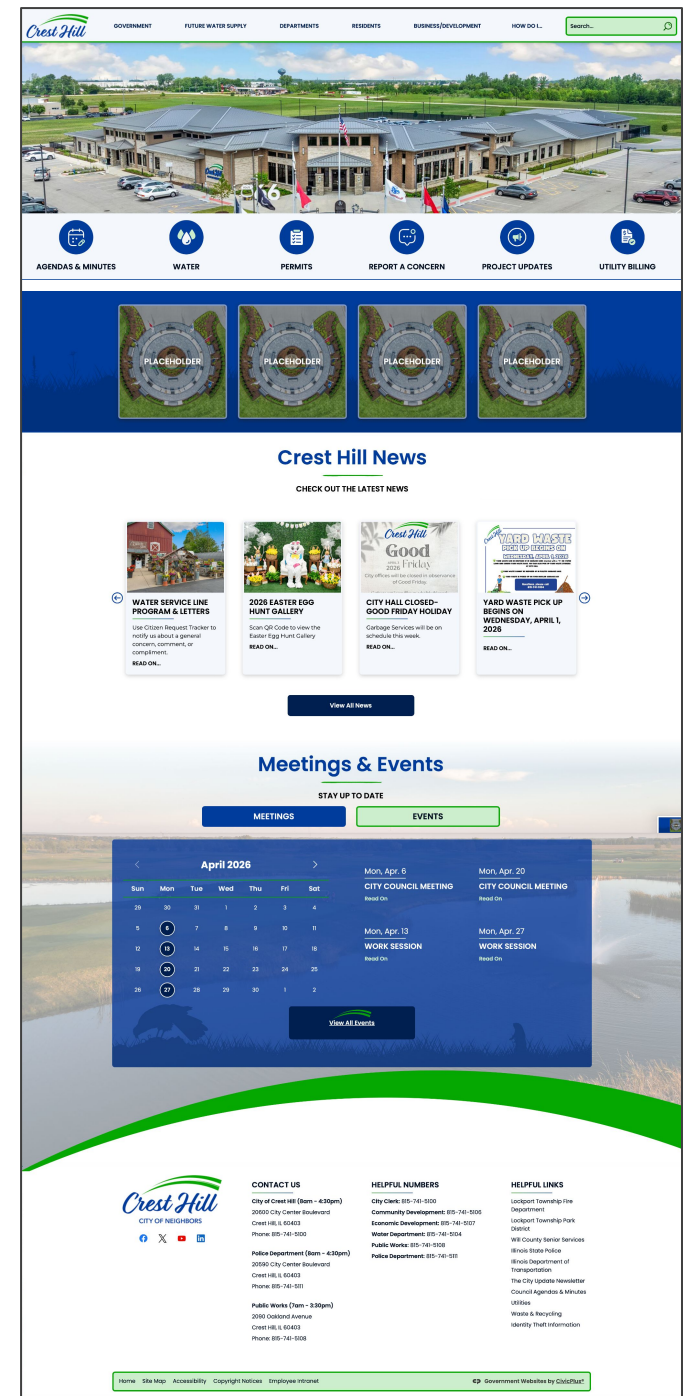
The new look and feel of the Crest Hill website is planned to launch in June or July of 2026.

Website Platform/Provider

Civic Plus

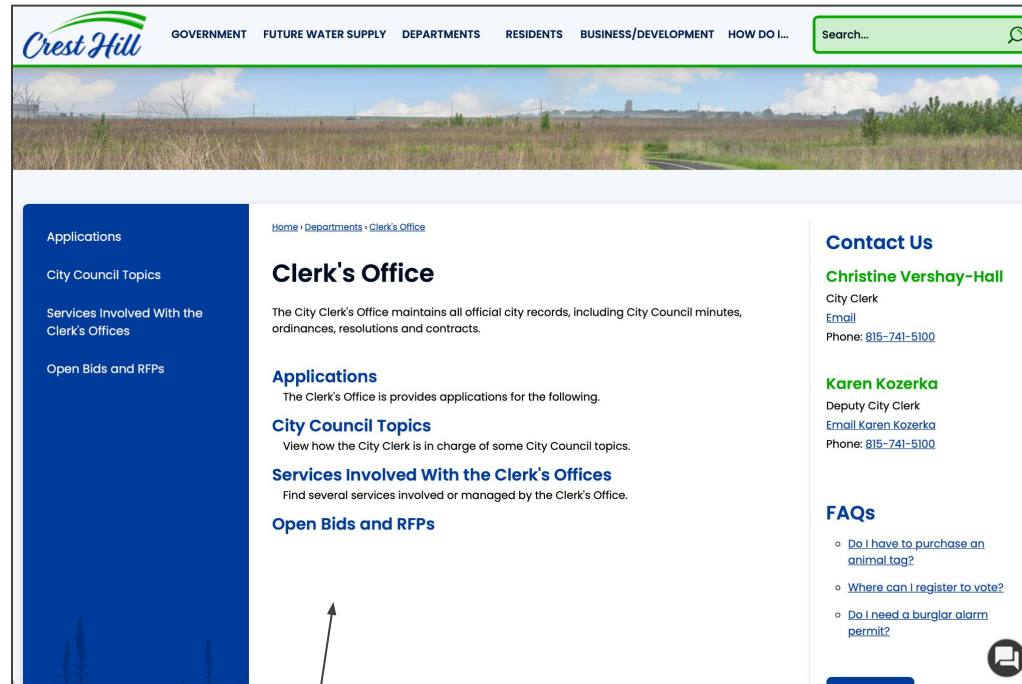
New Home Page Layout

<https://www.cityofcresthill.com/374/Home---2026>



2026 Website Relaunch: Interior Pages

Top Photo Area



Feature Section



Secondary Navigation Area



Page Content Area





2026 Website Relaunch: Next Steps

Finalize Website

- Determine & input final content for website launch
- Review and update interior pages as needed

Department Updates

- Blaine and Ashley will work with departments to update and refine content prior to launch
- Method Engine developed a brand standards guide to support consistency across the site

Launch

- Final approval to launch
- Connect to new URL: www.cresthill.gov
 - Note www.cityofcresthill.com will automatically redirect to the new site url
- Civic Plus to transfer to new site

Strategy & Brand Standards

Brand Guide: Purpose

A brand standards guide for a municipality like the City of Crest Hill serves as the official framework for how the city presents itself to the public—visually and verbally. Its purpose goes beyond aesthetics; it’s about clarity, trust, and consistency across communications.

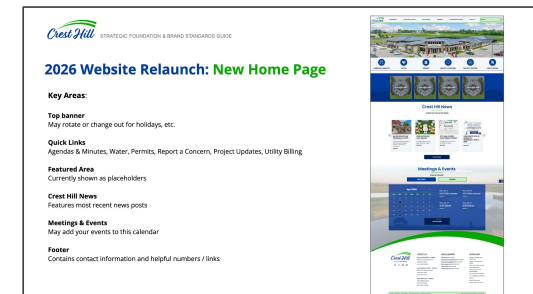
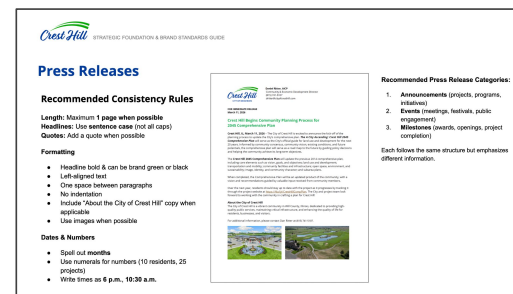
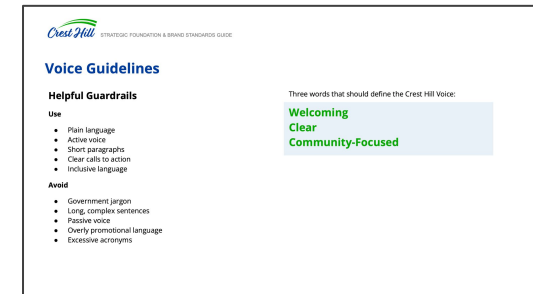
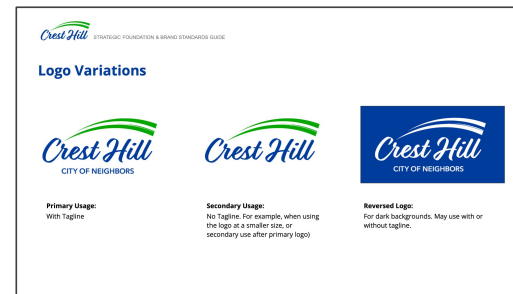
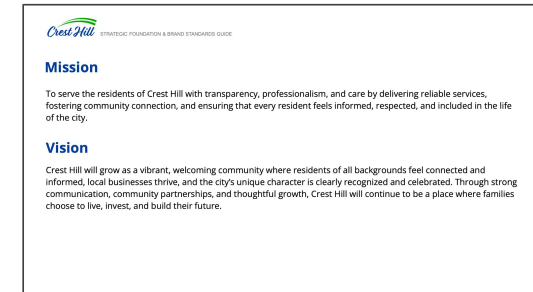
- Ensures consistency across departments
- Builds public trust and credibility
- Saves time and reduces confusion
- Defines the city’s voice and identity
- Protects the city’s brand integrity
- Strengthens community recognition

Brand Guide: Topics Covered

Draft PDF provided to City Council for feedback:

“Draft 050826 - Crest Hill Strategy & Brand Standards.pdf”

- About Crest Hill
- The Residents of Crest Hill
- Messaging & Tone of Voice
- Brand & Visual Identity System
- Branded Content & Material Templates
- Website Guidelines & Recommendations
- Social Media Guidelines & Recommendations
- Photography & Image Usage
- Community Events Promotion




Brand Guide: Next Steps

- Please provide any feedback and/or recommendations to Blaine by May 22, 2026.
- Plan to put this into effect June 1, 2026.
- Plan to update annually.


Social Media

SOCIAL MEDIA IN 2026

THE FRONT DOOR - NOT A BULLETIN BOARD

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- Social media is often the first place residents look when they need information - before the website, before calling City Hall, and before searching Google. They expect accurate, current, and official information wherever they are. It's no longer supplemental, it's an essential access point.

TRANSLATION LAYER FOR INFORMATION

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- Government information is complex by nature. Social media's role is to translate it into clear, digestible, resident-friendly language. It's value is not the volume of posts, but clarity of understanding and building trust.

TRUST & TRANSPARENCY ENGINE

- Trust is built through consistency, visibility, and reliability. Residents expect regular updates, visibility into decision-making and timelines, and honest communication during disruptions or delays. It's proof that the city is present, listening, and accountable.

COMMUNITY IDENTITY BUILDER

- Beyond alerts and notices, social media is where residents emotionally connect to their city. It reinforces civic pride, highlights local people, events, and progress, and hows that Crest Hill is not just a place to live, but a community to belong to. It helps residents feel informed and invested.



CORE CONTENT PILLARS:

01. PUBLIC SERVICE INFO

PRIMARY ROLE:

- Reduces calls/emails, increases trust, and prevents misinformation

PRIMARY PLATFORMS:

- Facebook Page, X (alerts), YouTube (meetings)

CONTENT SERIES IDEAS:

- “This Week in Crest Hill” (weekly recap, 5 bullets)
- “Project Update” posts tied to infrastructure notices (like watermain work)
- “Understanding Your City” (simple explainers: how ordinances work, what a plan commission does)

EXAMPLE CONTENT POSTS:

- “Oakland Ave Watermain: What to expect this week (parking, closures, timeline)”
- “PFAS Update: What We’re Doing & Where to Find the Presentation”
- “Public Notice Explained: What This Notice Means for Residents”
- “What to Expect During Utility Maintenance (Noise, Access, Duration)”
- “Council Meeting Preview: 3 Agenda Items Residents Should Know About”

FRAMING PRINCIPLE:

- Every post should answer “What is happening, why it matters, and what residents need to do”



02. RESIDENT ENGAGEMENT

PRIMARY ROLE:

- Reduce friction, increase usage of services

PRIMARY PLATFORMS:

- Facebook Page, Facebook Group

CONTENT SERIES IDEAS:

- “Did You Know?” City Services
- Seasonal Service Guides
- Employment & Volunteer Opportunities

EXAMPLE CONTENT POSTS:

- “Did You Know You Can Pay Your Bill/Ticket Online In Under Two Minutes?”
- “New to Crest Hill? Start Here: Services, Alerts, and Key Resources”
- “Save This Post: Seasonal Service Schedule”
- “How To Sign Up For Text & Email Alerts (Step-By-Step)”
- “Job Openings Currently Available With The City”

FRAMING PRINCIPLE:

- If a post reduces confusion, prevents a phone call, or helps a resident complete a task faster, it’s doing it’s job.



CORE CONTENT PILLARS:

03. COMMUNITY IDENTITY DEV

PRIMARY ROLE:

- Strengthen civic pride, reinforce Crest Hill's unique identity, and highlight the people, places, and events.


PRIMARY PLATFORMS:

- Facebook Page
- Facebook Group
- YouTube (Select Highlights)

CONTENT SERIES IDEAS:

- Community Event Spotlights
- Local Business & Organization Features
- Crest Hill History - "Then vs. Now"

EXAMPLE POST IDEAS:

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- "Community Event Preview: What To Expect"
 - "Photo Recap From [Festival, Cleanup Day, Community Event]"
 - "Local Business Spotlight: Who They Are & Why They Matter"
 - "Meet Your Neighbors: Resident/Volunteer Spotlight"
 - "This Weekend in Crest Hill: Events & Activities"

FRAMING PRINCIPLE:

- Community-focused content should make residents feel informed and proud to be a part of Crest Hill.



CORE CONTENT PILLARS:

04. DEPARTMENT SPOTLIGHTS

PRIMARY ROLE:

- Humanize city departments, increase understanding of how they work, build appreciation.

PRIMARY PLATFORMS:

- Facebook Page
- YouTube (Optional short-form or longer features)

CONTENT SERIES IDEAS:

- Meet the Department
- Behind-The-Scenes Operations
- Seasonal Preparation Updates

EXAMPLE POST IDEAS:

- "A Day In The Life of Public Works"
- "How Snow Routes Are Prioritized & Why"
- "Meet the Team Responsible For Water Quality & Safety"
- "Employee Milestone or Retirement Recognition"
- "How Many Requests the City Handled Last Month"

FRAMING PRINCIPLE:

- When residents understand the people and processes behind city services, trust & patience increases.





Crest Hill Facebook Page (new) and Group

Crest Hill currently uses a Facebook Group as its primary communications channel. It is recommended that we transition to a Facebook page, which is best practices for municipalities.

FACEBOOK PAGE — RECOMMENDED AS OFFICIAL RECORD

Municipalities require a Facebook Page as their authoritative, public-facing communications channel. Unlike Groups, Pages are always public, fully searchable, and accessible to non-members, non-Facebook users, members of the media, developers, and prospective residents. Key advantages include:

- **Public Accessibility** — no account or membership required to view
- **Discoverability** — indexed by search engines; easily shared and linked
- **Consistency** — post formats aligned with the City's service responsibilities
- **Transparency** — content is archivable and auditable as a public record

FACEBOOK GROUP — CURRENT USE & RECOMMENDED ROLE

The Group's visibility settings have been updated from private to public. Going forward, the Group is best suited as a community engagement layer rather than the City's primary communications channel. Recommended uses include:

- Q&A prompts (e.g., "What questions do you have about leaf pickup?")
- Moderated feedback collection
- Reminders that link back to the official Facebook Page and City website
- Community pride posts and resident-generated content

INITIAL TRANSITION STEPS

1. Establish the official Facebook Page
2. Use the existing Group to direct members' attention to the new Page
3. Initially will post on both Facebook Page and Group, reminding people that official posts will be only on the Facebook Page at a certain date.



Crest Hill Social Media Workflow

SUGGESTED APPROVAL PROCESS FOR POSTS CREATED BY METHOD ENGINE:

1. Method Engine to provide topic suggestions on the first of the month for the following month.
2. Ashley to coordinate with appropriate departments for any direction/artwork/etc. Also determine if posts need to be on a particular day.
3. Method Engine to create text & visuals
4. Blaine to get final approval from City Council
5. Edits as needed
6. Method Engine to post
7. Quarterly Report

We suggest asking departments for any topics/content they would like created at the beginning of each quarter.

TIME SENSITIVE POSTS

- Departments to post without prior approval (e.g. boil water, extreme weather, emergency situations)

COMMENT & ENGAGEMENT

- For now, commenting will be turned off for each post on Official Facebook page.
- Commenting will be available on Facebook Group.

Looking Forward



Looking forward in 2026...

- Start **Facebook (Page & Group) Posts** in June 2026
- **Launch Website** in June or July 2026
- **Update business cards and all templates** with new url: cresthill.gov
- Method Engine to continue to support Crest Hill with future communication needs and opportunities, which may include:
 - Ongoing strategy support
 - Ongoing social media posting and analytics/reporting
 - Ongoing website content and analytics reviews
 - Branded Powerpoint template(s)
 - Assisting departments with communications as needed (i.e. attracting new businesses)
 - City banners (seasonal, holidays, significant events, etc)
 - Other print and digital support materials as needed

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